

Renato J. Orsato

Professor of Practice



Knowledge Group: Strategy and Operations

Research Domains: Sustainability

Teaching Domains:

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Biography

Renato J. Orsato is Professor of Practice in Sustainability at SDA Bocconi School of Management.

Before joining SDA Bocconi, he was Professor at São Paulo School of Management, Getulio Vargas Foundation, Brazil (2011-2021); Senior Research Fellow (2004-2010), and Visiting Scholar (2011-2021) at the Hoffman Global Institute for Business & Society, INSEAD, France; and Associate Professor at International Institute for Industrial Environmental Economics, Lund University, Sweden (1999-2004). As a researcher and educator, he taught at MBA and Executive Programs at INSEAD and HEC in France, Lund University in Sweden, and University of Technology Sydney, in Australia.

He was awarded a Marie Curie Post-doctoral Fellowship by the European Commission, hosted by INSEAD. He holds a PhD in Management from the University of Technology, Sydney, a Masters (Honors) in Organization Studies, and Bachelor degrees in Civil Engineering (Honors), and Business Administration (Honors) by leading universities in Brazil.

He is the author of Sustainability Strategies: when does it pay to be green? (Palgrave Macmillan, 2009), finalist in the 2010 ONE division Book Award of the Academy of Management, translated into Arabic, Chinese and Portuguese. He has also written several book chapters, teaching cases, and published in academic journals, such as California Management Review, Organization Studies, Organization & Environment, Journal of Industrial Ecology, Energy Policy, Business Strategy & Environment, and Technological Forecasting and Social Change.

Before joining the academia, he accumulated substantial management experience by working several years for his family business, as well as a multinational corporation, and the consulting company founded by him. More recently he added expertise in the area of startups, business model innovation and entrepreneurship, with special focus on digital business platforms and sustainability. He is the co-founder and Chairman of greenApes, a B-Corp digital platform that promotes sustainable lifestyles, which received several prizes.

He has been awarded several large research and startup acceleration projects, and was twice nominated Inspiring Researcher by the European Commission. His initial academic work focused on the global

automobile industry, with a particular emphasis on low carbon vehicles and transportation systems. His overarching research interest focuses on “when it pays to be green”, with particular emphasis on business model innovations for the development of sustainability strategies, and the impact of business platforms and blockchain technology on sustainability.

Proceedings/Presentations

Digitalization and Business Model Innovation: An Empirical Analysis of the Legal Sector

NISHIKAWA, B. T., R. J. ORSATO, "Digitalization and Business Model Innovation: An Empirical Analysis of the Legal Sector" in The 85th Annual Meeting of Academy of Management, July 25-29, 2025, Copenhagen, Denmark

Digital Business Platforms for Sustainability: an exploratory framework

ORSATO, R. J., "Digital Business Platforms for Sustainability: an exploratory framework" in 14th OS Workshop Technology and organization 23-25 May, 2019, Mykonos, Greece

Business Platforms for Sustainability

ORSATO, R. J., "Business Platforms for Sustainability" in SASE Conference. Global Reordering: prospects for equality, democracy and Justice, June 23-25, 2018, Kyoto, Japan

Social Learning for Adaptation to Climate Change

ORSATO, R. J., S. BARAKAT, G. CAMPOS, "Social Learning for Adaptation to Climate Change" in Academy of Management Proceedings - AoM Annual Meeting, 5-9 August, 2016, Anaheim, CA, United States of America

Communities of Practice for Organizational Adaptation to Climate Change

ORSATO, R. J., S. BARAKAT, G. CAMPOS, "Communities of Practice for Organizational Adaptation to Climate Change" in 32nd EGOS Colloquium Proceedings, 7-9 July, 2016, Napoli, Italy

Organizational Adaptation to Climate Change: Learning to Anticipate in the Brazilian Energy Sector

ORSATO, R. J., "Organizational Adaptation to Climate Change: Learning to Anticipate in the Brazilian Energy Sector" in Academy of Management Annual Meeting, 8-12 August, 2015, Vancouver, Canada

Collaborative Innovation for Sustainable Fleet Operations: The Electric Vehicle Adoption Decision

CHOCTEAU, V., D. DRAKE, P. KLEINDORFER, A. ROSET, R. J. ORSATO, "Collaborative Innovation for Sustainable Fleet Operations: The Electric Vehicle Adoption Decision" in 22nd Conference of the Production and Operation Management Society (POMS), 29 April–2 May, 2011, Reno, NV, United States of America

When does it Pay to Electrify Auto-mobility?

DOCTORI-BLASS, V., R. J. ORSATO, "When does it Pay to Electrify Auto-mobility?" in The 6th International Conference of the International Society for Industrial Ecology (ISIE), 7-10 June, 2011, Berkeley, CA, United States of America

Inovação de Valor Sustentável

ORSATO, R. J., "Inovação de Valor Sustentável" in Seminário de Administração da Produção, Logística e Operações Internacionais - SIMPOI, 26 August, 2011, São Paulo, Brazil

Corporate Social Entrepreneurship

ORSATO, R. J., "Corporate Social Entrepreneurship" in Challenge Social Innovation Conference, 20 September, 2011, Wien, Austria

Sustainable Mobility

ORSATO, R. J., "Sustainable Mobility" in Oikos FutureLab 2011. November 15, 2011, St Gallen, Switzerland

Product Stewardship in the Packaging Industry: The case of Tetra Pak Brazil

ORSATO, R. J., "Product Stewardship in the Packaging Industry: The case of Tetra Pak Brazil" in International Society for Industrial Ecology Conference, 17-20 June, 2007, Toronto, Canada

Competitive Rationales for Strategic Environmental Management

ORSATO, R. J., "Competitive Rationales for Strategic Environmental Management" in Academy of Management Meeting, 5-10 August, 2005, Honolulu, Hawaii, United States of America

Radical Reformism: reconciling risk society and ecological modernization

ORSATO, R. J., "Radical Reformism: reconciling risk society and ecological modernization" in GRONEN Workshop, 20-23 April, 2004, Granada, Spain

The Emergence of Green Venture Capital

RANDJELOVIC, J., R. J. ORSATO, A. O'ROURKE, "The Emergence of Green Venture Capital" in Proceedings of 10th International conference of Greening of Industry, 23-26 June, 2002, Göteborg, Sweden

The Political Ecology of Vehicle Recycling in Europe

ORSATO, R. J., "The Political Ecology of Vehicle Recycling in Europe" in The Academy of Management Conference: Symposia Powering Networks: Networks of Power and Power of Networks, 9-14 August, 2002, Denver, CO, United States of America

Environmental and Socio-related Balanced Scorecard: Towards a Conceptual framework

ORSATO, R. J., A. O'ROURKE, F. ZINGALES, "Environmental and Socio-related Balanced Scorecard: Towards a Conceptual framework" in Proceedings of The Ninth Annual Business Strategy and the Environment Conference. 10-11 September, 2001, Leeds, Great Britain

Market Advantage and Environmental Strategies of Firms: Competitive Rationales for Proactive Environmental Management.

ORSATO, R. J., "Market Advantage and Environmental Strategies of Firms: Competitive Rationales for Proactive Environmental Management." in Proceeding of the Ninth Greening of Industry Conference, 21-25 January, 2001, Bangkok, Thailand

Radical Reformism: Embedding Industrial Ecology into Modernity

ORSATO, R. J., "Radical Reformism: Embedding Industrial Ecology into Modernity" in The Inaugural Meeting of the International Society for Industrial Ecology (ISIE) 12-14 November, 2001, Leiden, Netherlands (The)

The Ecological Competence of Organizations

ORSATO, R. J., "The Ecological Competence of Organizations" in 16th EGOS Colloquium. Sub-theme 8: Management Towards Sustainability, 2-4 July, 2000, Helsinki, Finland

The Political Ecology of Organizations: Framing Environment-Competitiveness Relationships

CLEGG, S., R. J. ORSATO, "The Political Ecology of Organizations: Framing Environment-Competitiveness Relationships" in Academy of Management Conference, 6-11 August, 1999, Chicago, IL, United States of America

The Ecological Modernization of Organizational Fields

ORSATO, R. J., "The Ecological Modernization of Organizational Fields" in 14th EGOS Colloquium. Sub-theme 6: Environmental Issues in Organizations, 9-11 July, 1998, Maastricht, Netherlands (The)

Recycling Organizations Studies

DEN HOND, F., S. CLEGG, R. J. ORSATO, "Recycling Organizations Studies" in 13th EGOS Colloquium: Organizational Responses to Environmental Changes., 3-5 July, 1997, Budapest, Hungary

The Political Context of Environment-Competitiveness Relationships

CLEGG, S., R. J. ORSATO, "The Political Context of Environment-Competitiveness Relationships" in Proceeding of the ANZAM-96 Conference, 4-7 December, 1996, Wollongong, Australia

The Ecological Accountability of Organizations

CLEGG, S., R. J. ORSATO, "The Ecological Accountability of Organizations" in The Fourth Biennial Meeting of the International Society for Ecological Economics, 9-14 August, 1996, Boston, MA, United States of America

Articles in Scholarly Journals

The added value and differentiation among ESG investment strategies in stock markets

MEIRA, E., F. A. F. D. S. CUNHA, R. J. ORSATO, M. M. MIRALLES-QUIRÓS, J. L. MIRALLES-QUIRÓS, "The added value and differentiation among ESG investment strategies in stock markets", Business Strategy and the Environment, 2023, vol. 32, no. 4, pp. 1816-1834

Digital platforms for food waste reduction: The value for business users

AMARAL, D. G., R. J. ORSATO, "Digital platforms for food waste reduction: The value for business users", Business Strategy and the Environment, 2023, vol. 32, no. 4, pp. 1373-1387

Professional services in the age of platforms: Towards an analytical framework

NISHIKAWA, B. T., R. J. ORSATO, "Professional services in the age of platforms: Towards an analytical framework", Technological Forecasting and Social Change, 2021, vol. 173, pp. 121131

The Sharing Economy in Practice: an exploratory study about the acceptance and use of digital platforms in food waste reduction

MOLTENE, L., R. J. ORSATO, "The Sharing Economy in Practice: an exploratory study about the acceptance and use of digital platforms in food waste reduction", Revista de Administração de Empresas, 2021, vol. 61, no. 5, pp. 1-20

Sustainable finance and investment: Review and research agenda

CUNHA, F. A. F. D. S., E. MEIRA, R. J. ORSATO, "Sustainable finance and investment: Review and research agenda", Business Strategy and the Environment, 2021, vol. 30, no. 8, pp. 3821-3838

Do low-carbon investments in emerging economies pay off? Evidence from the Brazilian stock market

CUNHA, F. A. F. D. S., E. MEIRA, R. J. ORSATO, M. C. KLOTZLE, A. F. P. LUCENA, "Do low-carbon investments in emerging economies pay off? Evidence from the Brazilian stock market", International Review of Financial Analysis, 2021, vol. 74, pp. 101700

Economia Compartilhada na Prática: Um Estudo Exploratório sobre Aceitação e Uso de Plataformas Digitais para a Redução do Desperdício de Alimentos

MOLTENE, L., R. J. ORSATO, "Economia Compartilhada na Prática: Um Estudo Exploratório sobre Aceitação e Uso de Plataformas Digitais para a Redução do Desperdício de Alimentos", Revista de Administração de Empresas, 2021, vol. 61, no. 5

Testing the institutional difference hypothesis: A study about environmental, social, governance, and financial performance

GARCIA, A. S., R. J. ORSATO, "Testing the institutional difference hypothesis: A study about environmental, social, governance, and financial performance", Business Strategy and the Environment, 2020, vol. 29, no. 8, pp. 3261-3272

Can sustainable investments outperform traditional benchmarks? Evidence from global stock markets

CUNHA, F. A. F. D. S., E. M. OLIVEIRA, R. J. ORSATO, M. C. KLOTZLE, F. L. CYRINO OLIVEIRA, R. G. G. CAIADO, "Can sustainable investments outperform traditional benchmarks? Evidence from global stock markets", Business Strategy and the Environment, 2020, vol. 29, no. 2, pp. 682-697

More friends than foes? The impact of automobility-as-a-service on the incumbent automotive industry

WELLS, P., X. WANG, L. WANG, H. LIU, R. J. ORSATO, "More friends than foes? The impact of automobility-as-a-service on the incumbent automotive industry", Technological Forecasting and Social Change, 2020, vol. 154, pp. 119975

Social Learning for Anticipatory Adaptation to Climate Change: Evidence From a Community of Practice

ORSATO, R. J., J. G. FERRAZ DE CAMPOS, S. R. BARAKAT, "Social Learning for Anticipatory Adaptation to Climate Change: Evidence From a Community of Practice", Organization & Environment, 2019, vol. 32, no. 4, pp. 416-440

Ecosystem services valuation by pioneering companies

ORSATO, R. J., P. F. GATTÁS, J. G. F. DE CAMPOS, S. R. BARAKAT, "Ecosystem services valuation by pioneering companies", International Journal of Innovation and Sustainable Development, 2019, vol. 13, no.

Stretching, embeddedness, and scripts in a sociotechnical transition: Explaining the failure of electric mobility at Better Place (2007–2013)

SOVACOO, B. K., L. NOEL, R. J. ORSATO, "Stretching, embeddedness, and scripts in a sociotechnical transition: Explaining the failure of electric mobility at Better Place (2007–2013)", *Technological Forecasting and Social Change*, 2017, vol. 123, pp. 24-34

Organizational adaptation to climate change: learning to anticipate energy disruptions

ORSATO, R. J., S. R. BARAKAT, J. G. F. DE CAMPOS, "Organizational adaptation to climate change: learning to anticipate energy disruptions", *International Journal of Climate Change Strategies and Management*, 2017, vol. 9, no. 5, pp. 645-665

Sensitive industries produce better ESG performance: Evidence from emerging markets

GARCIA, A. S., W. MENDES-DA-SILVA, R. J. ORSATO, "Sensitive industries produce better ESG performance: Evidence from emerging markets", *Journal of Cleaner Production*, 2017, vol. 150, pp. 135-147

Why join a carbon club? A study of the banks participating in the Brazilian “Business for Climate Platform”

ORSATO, R. J., J. G. F. DE CAMPOS, S. R. BARAKAT, M. NICOLLETTI, M. MONZONI, "Why join a carbon club? A study of the banks participating in the Brazilian “Business for Climate Platform”", *Journal of Cleaner Production*, 2015, vol. 96, pp. 387-396

Towards a regime-based typology of market evolution

DIJK, M., R. J. ORSATO, R. KEMP, "Towards a regime-based typology of market evolution", *Technological Forecasting and Social Change*, 2015, vol. 92, pp. 276-289

Sustainability indexes: why join in? A study of the ‘Corporate Sustainability Index (ISE)’ in Brazil

ORSATO, R. J., A. GARCIA, W. MENDES-DA-SILVA, R. SIMONETTI, M. MONZONI, "Sustainability indexes: why join in? A study of the ‘Corporate Sustainability Index (ISE)’ in Brazil", *Journal of Cleaner Production*, 2015, vol. 96, pp. 161-170

The Political Ecology of Palm Oil Production

ORSATO, R. J., S. R. CLEGG, H. FALCÃO, "The Political Ecology of Palm Oil Production", *Journal of Change Management*, 2013, vol. 13, no. 4, pp. 444-459

The emergence of an electric mobility trajectory

DIJK, M., R. J. ORSATO, R. KEMP, "The emergence of an electric mobility trajectory", *Energy Policy*, 2013, vol. 52, pp. 135-145

U-turn: the rise and demise of the automobile industry

ORSATO, R. J., P. WELLS, "U-turn: the rise and demise of the automobile industry", *Journal of Cleaner Production*, 2007, vol. 15, no. 11-12, pp. 994-1006

Turning waste into wealth

ORSATO, R. J., F. VON ZUBEN, L. VAN WASSENHOVE, "Turning waste into wealth", International Commerce Review, 2007, vol. 7, no. 2, pp. 116-123

Competitive Environmental Strategies: When Does it Pay to Be Green?

ORSATO, R. J., "Competitive Environmental Strategies: When Does it Pay to Be Green?", California Management Review, 2006, vol. 48, no. 2, pp. 127-143

Redesigning the Industrial Ecology of the Automobile

WELLS, P., R. J. ORSATO, "Redesigning the Industrial Ecology of the Automobile", Journal of Industrial Ecology, 2005, vol. 9, no. 3, pp. 15-30

Radical reformism: towards critical ecological modernization

ORSATO, R. J., S. R. CLEGG, "Radical reformism: towards critical ecological modernization", Sustainable Development, 2005, vol. 13, no. 4, pp. 253-267

The emergence of green venture capital

RANDJELOVIC, J., A. R. O'ROURKE, R. J. ORSATO, "The emergence of green venture capital", Business Strategy and the Environment, 2003, vol. 12, no. 4, pp. 240-253

The Political Ecology of Automobile Recycling in Europe

ORSATO, R. J., F. DEN HOND, S. R. CLEGG, "The Political Ecology of Automobile Recycling in Europe", Organization Studies, 2002, vol. 23, no. 4, pp. 639-665

The Political Ecology of Organizations

ORSATO, R. J., S. R. CLEGG, "The Political Ecology of Organizations", Organization & Environment, 1999, vol. 12, no. 3, pp. 263-279

Contribution to Chapters, Books or Research Monographs

Sustainability Strategies: Research and Practice in International Business

ORSATO, R. J., S. R. BARAKAT, J. G. F. CAMPOS, "Sustainability Strategies: Research and Practice in International Business" in The Oxford Handbook of International Business Strategy., K. Mellahi, K. Meyer, R. Narula, I. Surdu, A. Verbeke (Eds.), Oxford University Press, pp. 537-561, 2020

Corporate Sustainability, Capital Markets, and ESG Performance

GARCIA, A. S., W. MENDES-DA-SILVA, R. J. ORSATO, "Corporate Sustainability, Capital Markets, and ESG Performance" in Individual Behaviors and Technologies for Financial Innovations., Wesley Mendes-Da-Silva (Ed.), Springer International Publishing, pp. 287-309, 2019

Missão, estrutura organizacional e performance: uma análise de projetos de conservação ambiental envolvendo ONGs e o Estado de São Paulo

MANTOVANI, W., R. J. ORSATO, T. UEHARA, "Missão, estrutura organizacional e performance: uma análise de projetos de conservação ambiental envolvendo ONGs e o Estado de São Paulo" in Novos Paradigmas,

Práticas Sociais e Desafios para a Governança Ambiental., Pedro Roberto Jacobi (Ed.), Annablume Editora, pp. 495-526, 2012

The Electrification of Automobility: The Bumpy Ride of Electric Vehicle Toward Regime Transition

ORSATO, R. J., M. DIJK, R. KEMP, M. YARIME, "The Electrification of Automobility: The Bumpy Ride of Electric Vehicle Toward Regime Transition" in Automobility in Transition? A Socio-Technical Analysis of Sustainable Transport., Frank Geels, Rene Kemp, Jeoff Dudley, Glenn Lyons (Eds.), Routledge, chap. 10, pp. 205-228, 2012

The Nature and Causes of Inertia in the Automotive Industry: Regime Stability and Non- Change

WELLS, P., P. NIEUWENHUIS, R. J. ORSATO, "The Nature and Causes of Inertia in the Automotive Industry: Regime Stability and Non- Change" in Automobility in Transition? A Socio Technical Analysis of Sustainable Transport., Frank Geels, Rene Kemp, Jeoff Dudley, Glenn Lyons (Eds.), Routledge, chap. 6, pp. 123-139, 2012

Lend Lease Australia The Green Building Strategy

ORSATO, R. J., R. PERREY, A. NORTH-SAMARDZIC, D. DUNPHY, "Lend Lease Australia The Green Building Strategy" in Strategic Management: Thinking Analysis, Action., Graham Hubbard, John Rice, Paul W. Beamish (Eds.), Pearson, chap. 504-515, 2007

The New Corporate Environmentalism and Green Politics

JERMIER, J., L. FORBES, S. BENN, R. J. ORSATO, "The New Corporate Environmentalism and Green Politics" in Handbook of Organization Studies, 2nd Ed., Stewart Clegg, Cynthia Hardy, Tom Lawrence, Walter Nord (Eds.), SAGE Publications, pp. 618-650, 2006

Future Imperfect? The Enduring Struggle for Electric Vehicles

ORSATO, R. J., "Future Imperfect? The Enduring Struggle for Electric Vehicles" in The Business of Sustainable Mobility. From Vision to Reality., Paul Nieuwenhuis, Philip Vergragt, Peter Wells (Eds.), Routledge, pp. 35-44, 2006

The Ecological Modernization of Organizational Fields: a framework for analysis

ORSATO, R. J., "The Ecological Modernization of Organizational Fields: a framework for analysis" in Stakeholders, the Environment and Society., Sanjay Sharma, Mark Starik (Eds.), Edward Elgar Publishing, chap. 12, pp. 270-306, 2004

Research Notes or short Articles in Journals

O diferencial de ir além

ORSATO, R. J., S. BARAKA, J. G. DE CAMPOS, "O diferencial de ir além", GV Executivo, 2019, vol. 18, no. 3, pp. 16-19

Choosing the Right Environmental Investment Strategy

ORSATO, R. J., "Choosing the Right Environmental Investment Strategy", Business Digest Magazine, April 2007, vol. 173, pp. 27-30

Cases in International Case Collections

The Palm Oil Dilemma

ORSATO, R. J., H. FALCAO, L. VAN WASSENHOVE, R. LOEW WEISS, M. P. MCNICHOLAS, G. SANCHES - "The Palm Oil Dilemma" - 2014, INSEAD Case Studies, Fontainebleau, France

Velib': Sustainable Market Space?

ORSATO, R. J., L. VAN WASSENHOVE - "Velib': Sustainable Market Space?" - 2010, INSEAD Case Studies, Fontainebleau, France

Mobility Innovation for a Better Place

VAN WASSENHOVE, L., R. J. ORSATO, S. HEMNE - "Mobility Innovation for a Better Place" - 2009, INSEAD Case Studies, Fontainebleau, France

Eco-Entrepreneurship - TH!NK's Bumpy Ride

ORSATO, R. J., P. WELLS, L. VAN WASSENHOVE - "Eco-Entrepreneurship - TH!NK's Bumpy Ride" - 2008, INSEAD Case Studies, Fontainebleau, France

Empowering the Bottom of the Pyramid via Product Stewardship: Tetra Pak Entrepreneurial Networks in Brazil

ORSATO, R. J., F. VON ZUBEN, L. VAN WASSENHOVE - "Empowering the Bottom of the Pyramid via Product Stewardship: Tetra Pak Entrepreneurial Networks in Brazil" - 2007, INSEAD Case Studies, Fontainebleau, France

Eco-Activism: Greenpeace, the Oil Industry and the Stuart Oil Shale Project in Australia

ORSATO, R. J., K. MCCORMICK - "Eco-Activism: Greenpeace, the Oil Industry and the Stuart Oil Shale Project in Australia" - 2006, INSEAD Case Studies, Fontainebleau, France

Eco-Branding: The Case of Änglamark

ORSATO, R. J., A. OSTROM - "Eco-Branding: The Case of Änglamark" - 2003, INSEAD Case Studies, Fontainebleau, France

Research Monographs

Sustainability Strategies: When does it pay to be green?

ORSATO, R. J. - "Sustainability Strategies: When does it pay to be green?" - 2009, Palgrave Macmillan

Working Papers

Environmental and Socio-related Balanced Scorecards: Exploration of Critical Issues (2002/47/CMER)

ORSATO, R. J., A. O'ROURKE, F. ZINGALES - "Environmental and Socio-related Balanced Scorecards: Exploration of Critical Issues (2002/47/CMER)" - 2002, INSEAD Working Paper, France

The Emergence of Green Venture Capital (2002/51/CMER)

ORSATO, R. J., A. O'ROURKE, J. RANDJELOVIC - "The Emergence of Green Venture Capital (2002/51/CMER)" - 2002, INSEAD Working Paper, France

Entry (in Dictionary or Encyclopedia)

Environmental Challenges in Organizations

ORSATO, R. J., "Environmental Challenges in Organizations" in International Encyclopedia of the Social and Behavioral Sciences., N. J. Smelser, P. B. Baltes (Eds.), Elsevier, pp. 4590-4592, 2001